



# **LOUDOUN VIRGINIA**

**ECONOMIC DEVELOPMENT**

## **ECONOMIC DEVELOPMENT COMMISSION EXECUTIVE COMMITTEE MEETING AGENDA**

**April 27, 2012 at 8:00 AM**

### **Department of Economic Development Conference Room**

**Loudoun County Gov't Center, 1 Harrison Street, SE, 5<sup>th</sup> Floor, Leesburg, VA**

- I. Call to Order / Adopt March Minutes (*Attachment #1*)**
- II. 2012 Committee/EDC Work Plan Review (*Attachment #2*)**
- III. DRAFT EDC Agenda for May (*Attachment #3*)**
- IV. Committee Updates and Goals**
  - A. Education and Workforce (*Harper*)**
  - B. Marketing and Business Retention (*Zigo*)**
  - C. Policy and Implementation (*Frank*)**
  - D. Transportation and Infrastructure (*Lewis*)**
- V. Chairman's Items**
  - A. ED Committee Discussion on Wayfinding**
- VI. Old Business**
- VII. New Business**
- VIII. Adjournment**

**Note: Next EDC Executive Meeting is May 18, 2012 at 8:00 AM;  
Place: Economic Development Conference Room, 5<sup>th</sup> Floor, Government Center**

# **ATTACHMENT 1**

**EDC Executive Meeting Minutes  
from March 23, 2012**

# Loudoun County Economic Development Commission

## *Executive Committee Meeting*

<b>Date: March 23, 2012</b>		
<b>Location: DED Conference Room – Gov’t Center – 5<sup>th</sup> Floor, Leesburg, VA</b>		
<b>EDC Executive Committee Members</b>		
<b>Name</b>	<b>Attended</b>	<b>Comments</b>
Joe Paciulli, Chairman	<b>Y</b>	
John Bischoff	<b>N</b>	
Michelle Frank	<b>Y</b>	
Paula Harper	<b>Y</b>	
Tim Hemstreet	<b>Y</b>	
Shaun Kelley	<b>Y</b>	
Ted Lewis	<b>Y</b>	
John Wood	<b>Y</b>	
Ed Zigo	<b>Y</b>	

<b><i>Board of Supervisors, EDC Members (non-Exec), Non-EDC Members, DED Staff and Guests</i></b>
Tom Flynn, Terri Smithson, Marantha Edwards (Town of Leesburg), Rob Whitfield

**Agenda:** Call to Order/Adoption of Minutes; 2012 Committee/EDC Work Plan Review; Quarterly Review of EDC Attendance 2012; Draft EDC Agenda for April; Committee Updates; Chairman’s Items; Director’s Items; Old Business – Rail to Loudoun; New Business – EDC and Committee Web Pages; Adjournment.

### **Major Points of Discussion:**

#### *Adoption of EDC Executive Committee Meeting Minutes:*

The EDC Executive Minutes from February 24, 2012 were reviewed and discussed.

**Action:** Ted Lewis made a motion to adopt the meeting minutes from the February 24, 2012 EDC Executive Committee. Ed Zigo seconded the motion. The motion was approved unanimously.

#### *2012 Committee/EDC Work Plan Review:*

PIC reviewed and discussed the EDC work plan. PIC would like to take each of the 5 topics and have a brainstorming session with the full EDC to come up with bullet points to incorporate in the work plan.

- **Follow-Up:** Staff to add the EDC Work Plan Development to the April (brief overview) & May (actual discussion) EDC Agenda.

#### *Quarterly Review of EDC Attendance for 2012:*

The Executive Committee reviewed the 1<sup>st</sup> quarter attendance for 2012.

- **Follow-Up:** Staff to send an email to John Bischoff and Charlene Wheelless reminding them about attendance.

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### ***Executive Committee Meeting***

#### Draft EDC Agenda for April:

Committee reviewed the draft EDC Agenda for the April meeting. Agenda was approved with one addition.

- **Follow-Up: Staff to send out agenda to full EDC no later than early next week, as well as a reminder that the date and place are different for the month of April.**

#### Committee Updates and Goals:

##### *Education and Workforce (Harper):*

March meeting reviewed the Workforce and Education portion of the new DED website. Committee is looking at a website called “Intern Match” which would help get the internship portal up and running.

##### *Marketing and Business Retention (Zigo):*

Next meeting, the Committee will be meeting with Lois for the first time. The MBRC, Tom and Ed will come up with a direction/focus for the committee. Better enhancement of the website. Overall marketing with Debi and Erica.

##### *Policy and Implementation (Frank):*

Update combined with Item #2 (2012 Committee/EDC Work Plan Review) on the agenda.

##### *Transportation and Infrastructure (Lewis):*

Data Center Panel Discussion was successful with the collaboration of the Chamber and DED. Next target will be Air Cargo at Dulles Airport. The Eastern Loudoun Transportation Study and the Airport Drop-off Program were discussed. NAOIP Bus Tour sponsored by MRP was discussed. NAIOP organizing convention in October.

#### Chairman's Items:

- Business Friendly Zoning – A stakeholders group has been formed and is focusing on revamping the current commercial zone for properties. EDC is represented by Ed Zigo and Joe Paciulli. The group has been tasked to provide feedback to the County. A list of eleven issues to discuss has been drafted for the group's review.

#### Director's Items:

- Tom reviewed the department's new structure, as approved by the Board, with the Committee.
- Also outlined some new projects approved by the Board for FY12 regarding a workforce/cluster study, small business initiatives, SBDC server improvement.

#### Old Business:

*Rail to Loudoun:* Approved extension for Rail to Loudoun for 30 days to MWAA, Fairfax County and Loudoun County. Senate provided \$300 million in additional state funds to Phase 2. Budget is still being discussed. Landowners are willing to participate and they want the developers to follow suit. The adopted rail resolution was discussed, signed and sent to the BOS

## **Loudoun County Economic Development Commission**

### ***Executive Committee Meeting***

for review. Request from Committee to have Dr. Fuller attend an EDC Meeting.

- **Follow-Up: Ted Lewis to contact Dr. Fuller about speaking at a future EDC Meeting.**

#### **New Business:**

*EDC and Committee Web Pages (Attachment #5).* Committee raised concerns about the contact information that will be provided on website for EDC members as well as creating a method of contact, such as an email address.

- **Follow-Up: Staff to add EDC Membership List to Quick Links on the EDC main page.**
- **Follow-Up: Staff to create an EDC mailbox for the public wanting to contact the EDC.**

*Adjournment at 10:10 a.m.*

#### **Actions Taken:**

- Meeting called to order at 8:07 a.m. by Mr. Paciulli.
- Motion to approve the February 24, 2012 EDC Executive Minutes. The minutes were unanimously approved.
- EDC Executive Committee Meeting was adjourned at 10:10 a.m. by Mr. Paciulli.

#### **Follow-up:**

- **Staff to add the EDC Work Plan Development to the April (brief overview) & May (actual discussion) EDC Agenda.**
- **Staff to send an email to John Bischoff and Charlene Wheelless reminding them about attendance.**
- **Staff to send out agenda to full EDC no later than next week, as well as a reminder that the date and place are different for the month of April.**
- **Ted Lewis to contact Dr. Fuller about speaking at a future EDC Meeting.**
- **Staff to add EDC Membership List to Quick Links on the EDC main page.**
- **Staff to create an EDC mailbox for the public wanting to contact the EDC.**

#### **Next EDC Executive Meeting Agenda:**

To Be Determined.

#### **Date, Time and Location of Next EDC Executive Meeting:**

**April 27, 2012 at 8 a.m. in the Department of Economic Development Conference Room, 5<sup>th</sup> Floor, Loudoun County Government Center.**

# **ATTACHMENT 2**

## **EDC Work Plan Review**

Topic	EDC Cmte	EDC Initiative	Strategic Plan Initiative	EDC POC	County POC	Status	Next Cmte Deliverable	Next Full EDC Action
Arts & Cultural District	MBRC	vision	To investigate the development of an Arts & Cultural District to compliment that of Leesburg	Ed Zigo	Tom Flynn	Under evaluation for future consideration...	Believe this will be pushed back in terms of priority.	
Business Retention Strategic Plan	MBRC	Support	Provide guidance/professional input to staff. Organize EDC outreach to support staff visits with prospective (marketing) and existing (Retention) businesses.	Ed Zigo	Erica Pristas/De	Introduce to EDC in Feb. Full presentation in following meeting		
Cybersecurity Center for Excellence	E&W		Support workforce development and labor force excellence Cultivate competitive industry clusters					
Data Centers Task Force	TIC	Vision	Improve connectivity, accessibility and delivery of infrastructure Cultivate competitive industry clusters	Ted Lewis	Buddy Rizer	Planning Data Center Panel Event	February 29th event at GWU	none planned
ED Dept Budget Review	Exec	Vision			Tim Hemstreet			Bring to full EDC in Feb or March
Modified/Fast Track Plan	MBRC	Support	Facilitate & Streamline permitting process from land development to site plan to zoning/occupancy...to create a Real sense that Loudoun is open for business.	Ed Zigo	Robyn Bailey	County/ Business Community committee meeting this month to develop next steps (EZ on the committee)	Present to MBRC at either Feb. or March committee meeting	Present to EDC subsequent to MBRC.
Rail to Loudoun - Completion of rail to end of silver line	TIC	Rail	Improve connectivity, accessibility and delivery of infrastructure Support our airports		Robyn Bailey	TIC to devleop a resolution to go to BOS supporting rail to loudoun emphasizing economic value (Waiting for 100% design from MWAA to go to County)	Draft resolution ot Exec Committee on Feb 24th	March 2nd meeting to vote on resolution
Rail to Loudoun - Development Plans at Future Metro Stations	PIC	Rail	Strengthen & Protect key business and gateway corridors	Michelle Frank	Robyn Bailey	Interviews with 3 land owners/developers complete.	Interview remaining land owners/developers in March & April. Findings to Exec in May?	
Rail to Loudoun - Supporting Infrastructure and Road Network Review	TIC	Rail	Improve connectivity, accessibility and delivery of infrastructure	Ted Lewis	Robyn Bailey			

Topic	EDC Cmtc	EDC Initiative	Strategic Plan Initiative	EDC POC	County POC	Status	Next Cmtc Deliverable	Next Full EDC Action
Rte 28 CPAM - Monitor and Implementation	TIC	vision	Strengthen & Protect key business and gateway corridors	not identified	Robyn Bailey	I asusme we will review draft zoning ordinance changes, but not sure	?	?
Small Business Development & Support	MBRC	Support	Similar to bus. ret.,Staff will present to MBRC in Feb. for input	Ed Zigo	Debi Roeder	Debi Roeder to present to MBRC at Feb. meeting	Discuss w ExecComm as to whether to combine Business Ret with Small bus. Development when presenting to full EDC.	Pending Exec Comm decision
Unpacking Commerical Tax Base Review	PIC	Vision	Advance economic diversity	Michelle Frank	Robyn Bailey	Presented to EDC in Dec 2011	Present to BoS on Jan 31, 2012	



# **ATTACHMENT 3**

**DRAFT EDC Agenda for May**



# LOUDOUN VIRGINIA

ECONOMIC DEVELOPMENT

## ECONOMIC DEVELOPMENT COMMISSION MEETING AGENDA May 4, 2012 at 8:00 AM

**Loudoun County Public Schools Administration Building**  
**21000 Education Court – Board Room, Ashburn, VA**

- I. Call to Order / Determination of Quorum / Adopt Minutes** (*Attachment #1*)
- II. EDC Work Plan Development** (*Frank - Attachment #2*)
- III. Committee/Partner Updates and Goals**
  - A. Executive (*Paciulli*)
  - B. Education and Workforce (*Harper*)
  - C. Marketing and Business Retention (*Zigo*)
  - D. Policy and Implementation (*Frank*)
  - E. Transportation and Infrastructure (*Lewis*)
  - F. Rural Economic Development Council (*Taylor*)
  - G. Loudoun County Chamber of Commerce (*Howard*)
  - H. Visit Loudoun (*Kaler*)
  - I. Small Business Development Center (*Suomi*)
  - J. Town of Leesburg (*Hammeler*)
- IV. Director's Report** (*Attachment #3*)
- V. Adjournment**

**Next EDC Meeting will be held on June 1, 2012, at Ida Lee Park Recreation Center  
(60 Ida Lee Drive, NW – Lower Level, Room B, Leesburg, Virginia)**